

We're Here, We're Stupid, Get Used To It!

No.  
346  
June  
1996

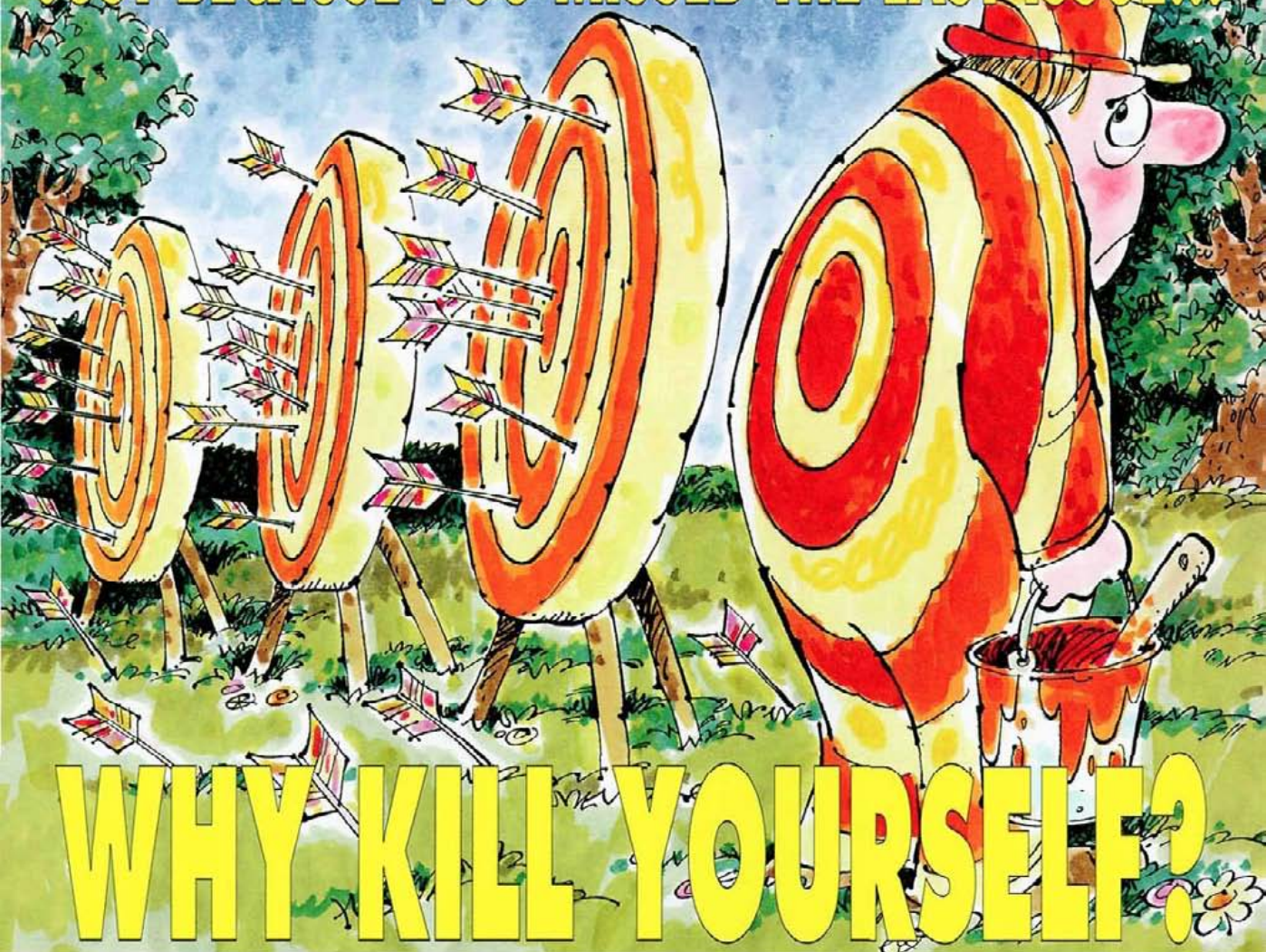
# MAD<sup>IND</sup>®

Our  
Price  
\$2.50  
Cheap!  
\$3.50 Canada





**JUST BECAUSE YOU MISSED THE LAST ISSUE...**



**WHY KILL YOURSELF?**

**SUBSCRIBE TO MAD!**

VISA or MASTERCARD ORDERS **CALL 1-800-4-MAD MAG**



**USE THIS HANDY POSTPAID CARD  
TO GET YOUR MAD SUBSCRIPTION ROLLING!**

**IF POSTPAID CARD IS MISSING WRITE TO:  
MAD P.O. Box 52345 BOULDER, CO 80322-2345**



LETTERS AND TOMATOES DEPARTMENT: Random Samplings of Reader Mail...2

DEGENERES TO A FAULT DEPARTMENT: "Smellen" (A MAD TV Satire)...4

BROADCAST SNOOZE DEPARTMENT: What You're Missing When You Miss the Local Noon News...10

THE FILM-FLAM MAN DEPARTMENT: The Newt Gingrich Video Club...12

MANY UNHAPPY RETURNS DEPARTMENT: Statistical Breakdown of MAD Subscriber Cancellations...14

SERGE-IN GENERAL DEPARTMENT: A MAD Look at Emergency Rooms...16

THE FRIGHT STUFF DEPARTMENT: More Chilling Thoughts...19

STRESSED TO KILL DEPARTMENT: Are You a "Type A" Personality?...22

AN EMBARRASSMENT OF RICHARD'S DEPARTMENT: Heirlooms of the Future...24

JUNE  
1996

# MAD

NUMBER  
346

*"Getting old is when a narrow waist and a broad mind change places!"*  
— Alfred E. Neuman

BERG'S-EYE VIEW DEPARTMENT: The Lighter Side of...26

A LOOSE BUCHANAN DEPARTMENT: Pat The Candidate...31

PASSING A STONE AGE DEPARTMENT: June 3, One Million B.C...35

IN THE NAME OF THE BOTHER DEPARTMENT: Biblical Pet Peeves...36

FLIER BEWARE DEPARTMENT: The Neighborhood Pennypincher...39

TALES FROM THE DUCK SIDE DEPARTMENT: The Confusing Cavalry Confrontation...42

THE LEADER OF THE BLAND DEPARTMENT: "Mr. Hollow's Old Puss" (A MAD Movie Satire)...43

A MASSIVE CHART ATTACK DEPARTMENT: What's The Difference?...48

MARGINAL THINKING DEPARTMENT: "Drawn Out Dramas" by Sergio Aragones...Various Places Around the Magazine

CROSSING THE FINISHED LINES DEPARTMENT: "Now That It's All Over" by Desmond Devlin...Various Places Around the Magazine

FRONT COVER ARTIST: JOE DEVITO  
FRONT COVER WRITER: MICHAEL GALLAGHER

William M. Gaines  
founder  
Jenette Kahn  
president & editor-in-chief  
Paul Levitz  
executive vice president & publisher  
Joe Orlando  
vice president & associate publisher  
Nick Meglin & John Ficarra  
editors  
Jonathan Schneider  
art director

Editorial:  
Charlie Kauda & Joe Raiola associate editors  
David Shayne assistant editor  
Amy L. Vozeolas editorial assistant  
Dick DeBartolo creative consultant  
Annie Gaines managing editor  
Dorothy Crouch resident consultant

Art Department:  
Nadina S. Simon assistant art director  
Leonard Brenner graphics consultant  
Thomas Nozkowski production  
Maria Weisenborn production assistant

Circulation:  
Bruce Bristow vp-sales & marketing  
Jerry Burstein circulation manager  
Karen B. Smith subscription manager

Administration:  
Patrick Caidon vp-finance & operations  
Chantal d'Aulnis vp-business affairs & international rights  
Lillian Laserson vp-legal affairs  
Bob Rozakis executive director-production

Contributing Artists And Writers  
the usual gang of idiots

MAD (ISSN 0024-9319) is published monthly except bi-monthly for January/February by E.C. Publications, Inc., 1700 Broadway, New York, N.Y. 10019. Second class postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 12 issues \$24.00 or 24 issues \$45.00 or 36 issues \$60.00. Outside U.S.A. (including Canada): 12 issues \$30.00 or 24 issues \$57.00 or 36 issues \$78.00. (Canadian price has GST) tax included. Latent contents © copyright 1994 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, P.O. Box 32343, Boulder, CO 80322-2343. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.  
Printed in Canada



## HELP A JOKING VICTIM

I really dig MAD magazine and I hope to see more "Joke Set-Ups That Don't Need a Punchline" (issue #342). Those are super keen hilarious.

Johnnysom@aol.com

As we have mentioned before (and re-echo from the letters page of MAD #341), we are in the business of fulfilling reader's wishes. Here are more Joke Set-Ups That Don't Need a Punchline: "Louis Farrakhan decides to take a vacation on a glass-bottom boat..." "A power tool salesman's car breaks down in front of an abortion clinic..." "These three dwarves are trying on clerical outfits when..." But wait! We'd like to fulfill your wishes even more! Readers, help us make Johnny a happy boy! Send us your own Joke Set-Ups That Don't Need a Punchline — we'll print the best on an upcoming letters page—Ed.

## STOCKING MARKET HITS NEW LOW

A woman at the auto parts store told me that a run in one's pantyhose can be patched with a bit of nail polish. I tried this, and it stopped the run all right — but it looks like a big glossy drop of blood. Was I stupid to take her advice?

James Reynolds III  
Houston, TX

Jimbo — Your mistake was not in asking a woman in an auto parts store for advice — your mistake was in wearing pantyhose in the first place! Everyone knows that black fishnet stockings are the preferred hose of discriminating cross-dressers! Ciao, big boy! —Ed.

## NOW THAT YOU DIMENSION IT

I think you should make a 3-D issue of Mad.

Thaddeus Fisher  
Sacramento, CA

Thad — That's a great idea! And thanks for starting us off with your own 3-D letter — Dimwitted, Dull and Dorky! —Ed.



## MAD ABOUT THE TOY



Paul Moldovanos and the other super-talented people at the VISIBLE FIX design and sculpture studio in Victoria, British Columbia recently whipped up this clay version of Disney's Toy Story that is "Buzz Lightyears" ahead of the rest! Since not a single frame of the Disney movie featured clay figures, what does VISIBLE FIX plan to do next — an all computer-generated version of Gumby??

PHOTO BY: JEAN JEANSON

## A REAL 'NET WIT

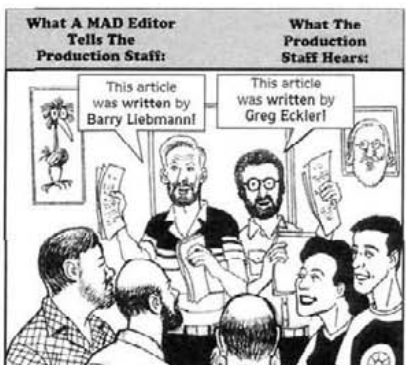
I just have to say that this is my absolutely favorite magazine that I receive, but methinks that it is my obligation to point out an error in issue #343. In "MAD Interviews Miyoursoft's Bile Gates," the reference to porno lines on the Internet was flagrantly false. The porno lines on the Internet ARE soaring in popularity, but since they are on the web (which one dials through a server, not to the specific page) you cannot get a "busy signal." Thank you for your time.

DrZoo1@aol.com

Doc — You seem to have quite a detailed and intimate knowledge of cyberporn. May we humbly suggest that you acquire and use a screen saver made of Saran Wrap! —Ed.

## WE HAD A BAD HEAR DAY

We'd like to correct an error that appeared in the credits of MAD #343's "What People Say, What Other People Hear," but rather than just tell you about it, we instead present the following entertaining and informative mini-drama featuring the MAD Repertory Players!



## MORON MAIL

I like reading your magazine in my underwear. The filthiness and horrible smell of my boxers seem to match your comics.

RatSalad7@aol.com

Rat Boy — A lot of our readers tell us they also read MAD while commuting on the bus! Our recommendation? You should up the Prozac dose in its new, fast-acting suppository form! You follow? —Ed.

## FUZZY MEMORIES

I was wondering if the writer that lived in Ojai, Calif. still writes for the magazine. I used to talk to him a lot when I worked at a grocery store there. Thanks.

KILP103@aol.com

The only writer who fits the description in your letter is longtime MAD contributor Bill Fibbers, who for several years lived in a trailer on the outskirts of Ojai! When we showed your letter to Bill, he roared with laughter and regaled us with tales of how he used to visit your grocery store and tell you about writing for MAD while shoplifting produce in his pants! Given what we pay our writers, we can't blame him! By the way, Bill asks where are you working now? A Gap, he hopes...he needs some jeans! Thanks for helping us and Bill relive some fond memories! —Ed.

FAX MAD AT (212) 506-4848



# TOMATOES DEPARTMENT

## CELEBRITY SNAPS

I have been reading your magazine for many years now, but I've had to pay for it. Now, you will GIVE it to me, because Mugsy Bogues has a big ole fat MAD in his hand!

Henry Davis  
Harrisburg, NC



Charlotte Hornets star Mugsy Bogues checks out our basketball cover (#333) as Henry Davis "mugs" for the camera! You slam dunked a three-year subscription, Henry, as can anyone who sends us a celebrity snap featuring MAD that we publish! We're glad your picture wasn't with Manute Bol, or we would've had a hell of a time cropping the photo! —Ed.

## MAD MUMBLINGS

If Dr. Kevorkian tries to help you commit suicide but you live, can you sue for malpractice? — Shannon O'Rourke, Rockville, MD...Quick factoid: The initials of Alfred E. Neuman are A.E.N. — Lee Breslouer, Newark, DE...Never, EVER get caught with your ears glued to the table. — Casey Schwarz, Halifax, Nova Scotia...Why does Ivory soap taste sweet when I lick it? — Nicholas Buono, Lompoc, CA...I don't like cold potato chips. — Brian P. O'Neill, Camdenton, MO...Is it true that MAD's headquarters were recently invaded by Siberian snow monkeys, or is this just a cruel hoax? — Aaron Graves, North Norwich, NY

## INSIGNIFICANT DATA

**MAD #347 ON SALE June 25!!**

**MAD COLLECTOR'S SERIES #13  
ON SALE June 4!!**

**YOU HAVE A  
CHANCE TO EDIT MAD!**

Next year, MAD celebrates its 45th anniversary! For the first time, we're asking readers to pick their favorite MAD articles of all time — from issue #1 to #345! Send us a list of up to three of your all-time favorites! (Or at least the ones that didn't nauseate you as much!) Try to include the title, artist/writer and the issue you saw it in! In a sentence or two, tell us why you picked the article(s) you did! We'll put the top picks in an upcoming Super Special, and we may even feature YOU! Include your name, address and daytime phone number!

Send your list to:  
MAD FAVES EDITOR  
1700 Broadway  
New York, NY 10019

**This is On Sale Now!**

**This is On Sale June 4!!**

**If you have any questions, kindly re-read this ad!**  
**If you STILL have any questions, then you're just the kind of reader these Super Specials will appeal to!**

**Please Address All Correspondence To: MAD, Dept. 346, 1700 Broadway, N.Y., N.Y. 10019.**  
**MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope!**  
**Have a computer? Got a modem? Get a FREE DC Comics Online starter kit (featuring MAD online plus 10 FREE hours!) by calling 1-800-203-2600!**



The latest trend in TV sitcom programming is incredibly lame shows about twenty-something and thirty-something single misfits who do nothing but hang out together! We'd much rather watch the classic sitcoms of the past like *Cheers* (thirty-something and forty-something single misfits hanging out together) and *The Golden Girls* (sixty-something and seventy-something widowed misfits hanging out together)! These "circle of friends" shows may be promoted as hip and happenin', but we think they're stinking up CBS, stenching up NBC, and one in particular has all of ABC...

I'm Smellen Mordant! I live in Los Angeles, where I'm the ringleader of a group of friends who try to deal with life and love and sex and anxiety in the big city! In other words, I'm a lot like Woody Allen! Well, if Woody were a woman who lived on the West Coast and wasn't funny!

I'm Smellen's close friend, Pain, a typical self-absorbed West Los Angeles single! My interests are men, shopping and me — and someday I definitely intend to re-examine my shallow, meaningless lifestyle! But this afternoon, I have a nail appointment!

I'm Spent, Smellen's weird cousin! Smellen, Pain and I spend so much time together, we're kind of the *Three's Company* of the '90s — except on that show the guy pretended to be gay! I don't do that — I'm just a wuss!

ARTIST: SAM VIVIANO  
WRITER: A.J. MARLEY

# smellen

THE LARRY SANDER SHOW

SAM



I'm Smellen's close friend. Jowll! I run the coffee bar at Smellen's bookstore, where I'm also the resident curmudgeon! Considering my age, I'm one young curmudgeon! Considering my weight, I could be two young curmudgeons!

I'm Tawdry, Smellen's other best friend! I act ditzy, dress badly and talk in a squeaky, funny voice! I call it my "homage" to Fran Drescher's "Nanny" character, although her lawyers call it plagiarism!

I'm Addled! I was Smellen's platonic roommate, but I was bounced from the series! Actually, I'm glad to be off a sinking ship! Sure, the show's a hit in the ratings and with the critics! But as an artist, I needed to stretch and do something I've never done before — namely, collect unemployment!

Our daughter Smellen sure has lots of fun friends, doesn't she mom?

Yes, but I wish they'd all leave! I'd like to get Smellen alone so I can tell her how unhappy and lonely she is! It's a mother's job! At least it's a sitcom-mother's job!

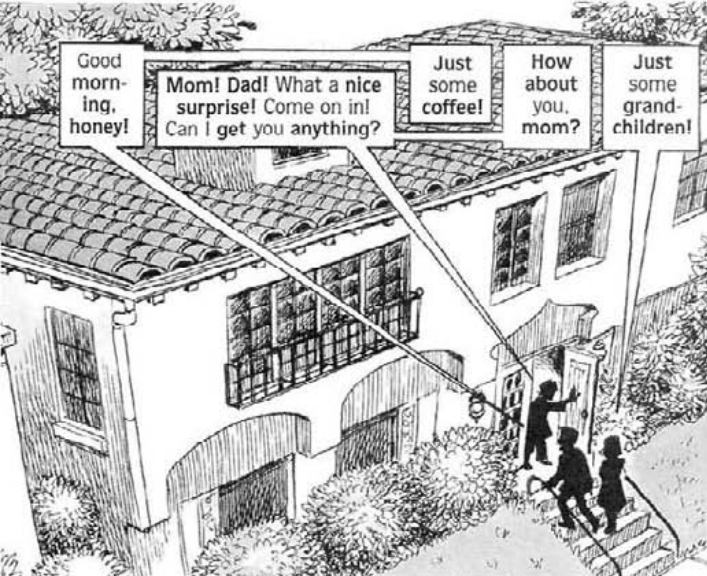
BUY  
THE  
PREMISE  
(PLEASE!)



THE  
WONDER  
YEARS

"DAMN YOU,  
ALFRED E.  
NEUMAN!"





Good morning, honey!

Mom! Dad! What a nice surprise! Come on in! Can I get you anything?

Just some coffeel!

How about you, mom?

Just some grandchildren!



Mom, please don't start on the marriage thing again!

Smellen, you're a competent, intelligent adult! You're not our "little girl" anymore! We just want you to be happy!

Now stop slouching and leaving your clothes all over the living room! And did you finish your Social Studies homework?

Thanks!

Yeah, 18 years ago!

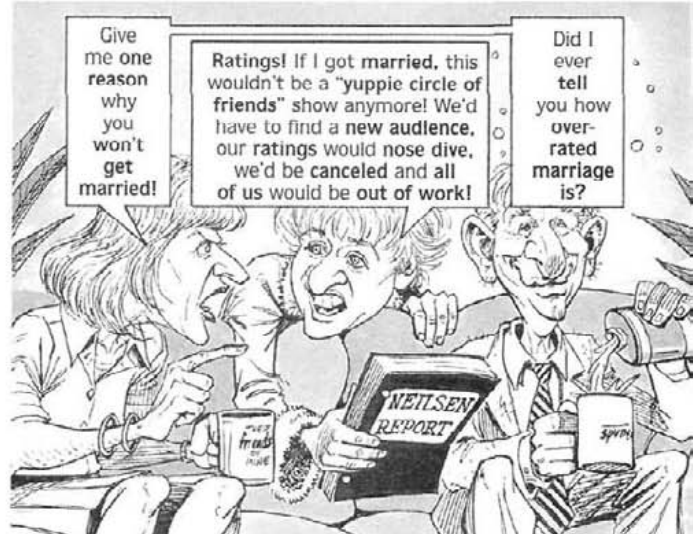


Mom, you need to understand that I'm very content with my life! I have my hobbies! I have my bookstore! I have my friends!

Do you have any plans for Thursday night? The Mitchells are coming over for dinner and they're bringing their single, attractive nephew!

He's a Catholic priest!

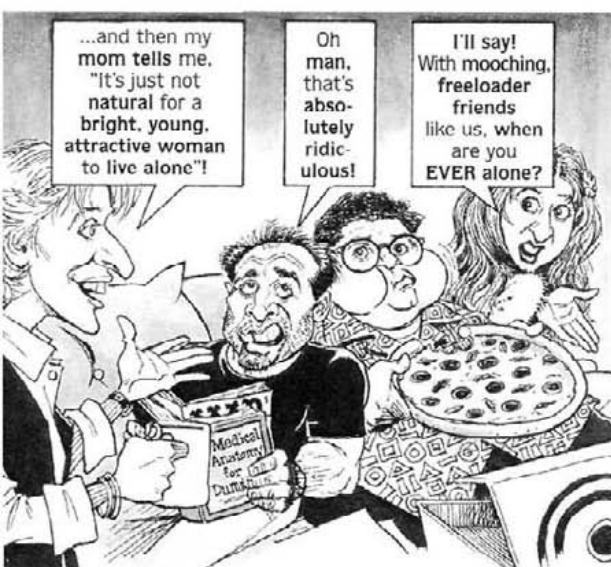
Well, maybe he's not a fanatic about it!



Give me one reason why you won't get married!

Ratings! If I got married, this wouldn't be a "yuppie circle of friends" show anymore! We'd have to find a new audience, our ratings would nose dive, we'd be canceled and all of us would be out of work!

Did I ever tell you how over-rated marriage is?



...and then my mom tells me, "It's just not natural for a bright, young, attractive woman to live alone!"

Oh man, that's absolutely ridiculous!

I'll say! With mooching, freeloader friends like us, when are you EVER alone?



I don't want to complain, Spent, but it seems you spend your entire life in my house doing nothing!

Doing nothing? That's a low blow, Smellen! I eat, sleep, watch TV, shower, shave, lounge, read and make personal phone calls! And yesterday I spent all afternoon in the kitchen cutting my toenails!

What is wrong with me?! Sometimes I'm just insensitive! I never realized you were so productive! Maybe I should think about putting you on my payroll!



Hi...  
(Pant!Pant!)  
guys!

Pain —  
you're all  
out of  
breath!

That new  
guy I've  
been  
seeing...  
and I...  
were  
moving some  
furniture...

What furniture?

We made my  
bed shake for  
20 minutes!  
Then we made  
my kitchen  
table shake!

Shaking tables,  
clipping  
toenails!  
Doesn't any-  
one use a  
kitchen for  
cooking  
anymore!?!



Hey,  
I've got  
an idea —  
why don't  
we go  
down  
to the  
bookstore

It's your  
day off!  
Why do  
you  
want  
to go  
there?

Because we've already  
done our obligatory "mom  
hassles Smellen about  
finding a man bit"!  
The bookstore/coffee bar  
is our only chance for  
finding an original idea  
for this week's episode!

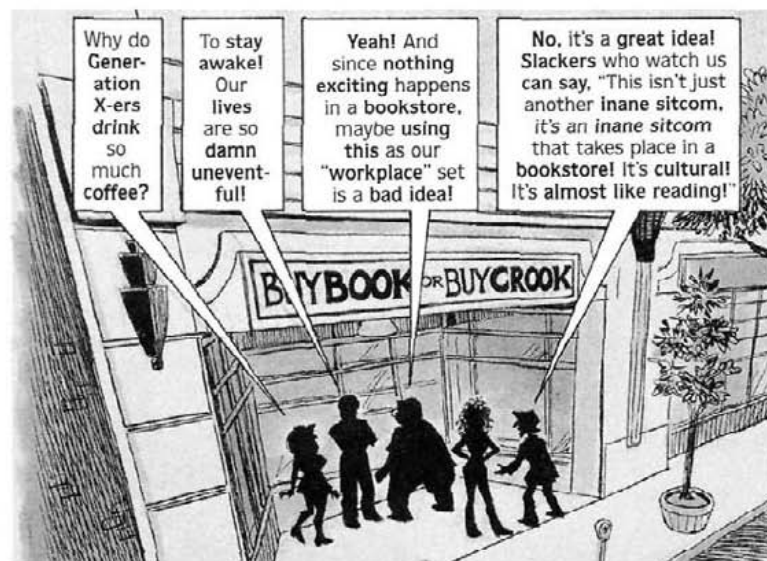
You know, people say  
we got our book-  
store/coffee bar idea  
from *Friends*, which  
isn't true at all!  
We got our idea from  
the diner on  
*Seinfeld*...well, maybe I  
shouldn't say that!  
The diner on *Seinfeld*  
is just called  
"Restaurant," and our  
bookstore/coffee bar  
is called "Buy the  
Book," a cute and  
marginally  
funny store name,  
much more like  
"Central Perk"  
on...*Friends*. Not that  
we got any ideas from  
them, mind you.



I mean, in "Central Perk" the waitresses are  
all attractive, but at "Buy the Book" Jowl  
is a fat, unattractive guy with eye-glasses,  
just like Newman on...*Seinfeld*. Hoo boy,  
that's not where I wanted to go with that!  
Wait, I know! On virtually every episode of  
this show I perform these seemingly endless  
monologues where I talk on and on about  
nothing in particular! Well, not really nothing  
in particular! But I do it without using any of  
the crisp, tight writing you find on either  
*Friends* or *Seinfeld*! I'm proud of that!

Why can't we  
do a plot  
where  
Smellen gets  
laryngitis  
for a whole  
episode?

I'm  
thinking  
more  
like a  
two-  
parter!

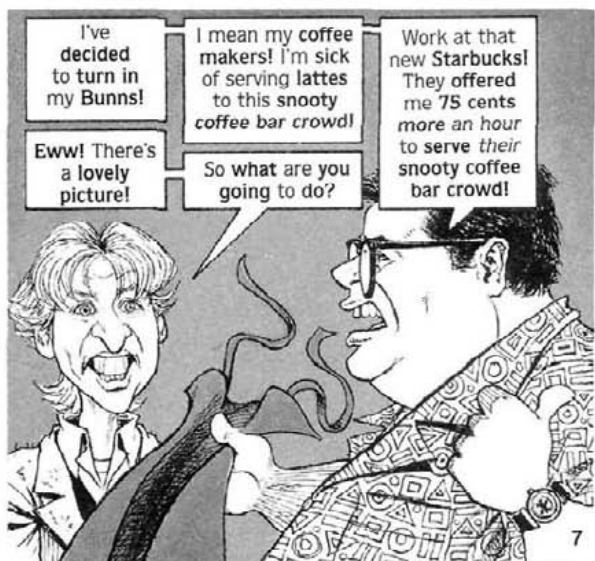


Why do  
Generation  
X-ers  
drink  
so much  
coffee?

To stay  
awake!  
Our  
lives  
are so  
damn  
unevent-  
ful!

Yeah! And  
since nothing  
exciting happens  
in a bookstore,  
maybe using  
this as our  
"workplace" set  
is a bad idea!

No, it's a great idea!  
Slackers who watch us  
can say, "This isn't just  
another inane sitcom,  
it's an inane sitcom  
that takes place in a  
bookstore! It's cultural!  
It's almost like reading!"



I've  
decided  
to turn in  
my Bunn!

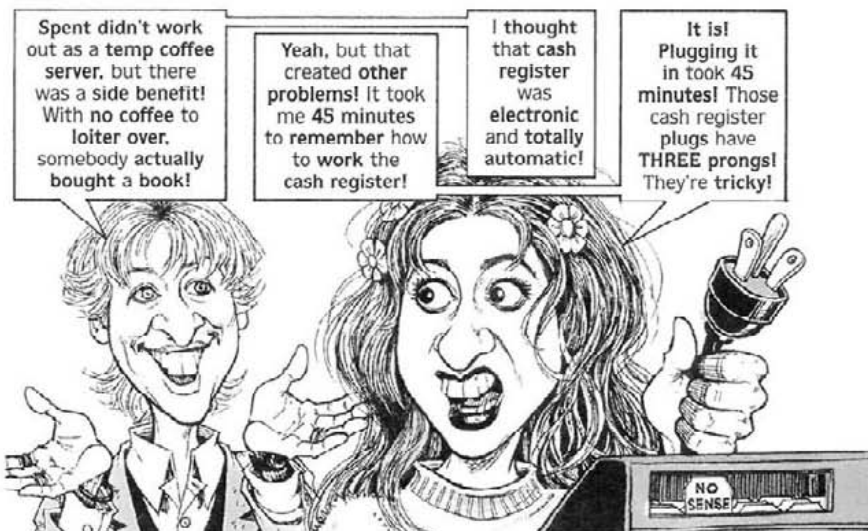
Eww! There's  
a lovely  
picture!

I mean my coffee  
makers! I'm sick  
of serving lattes  
to this snooty  
coffee bar crowd!

So what are you  
going to do?

Work at that  
new Starbucks!  
They offered  
me 75 cents  
more an hour  
to serve their  
snooty coffee  
bar crowd!





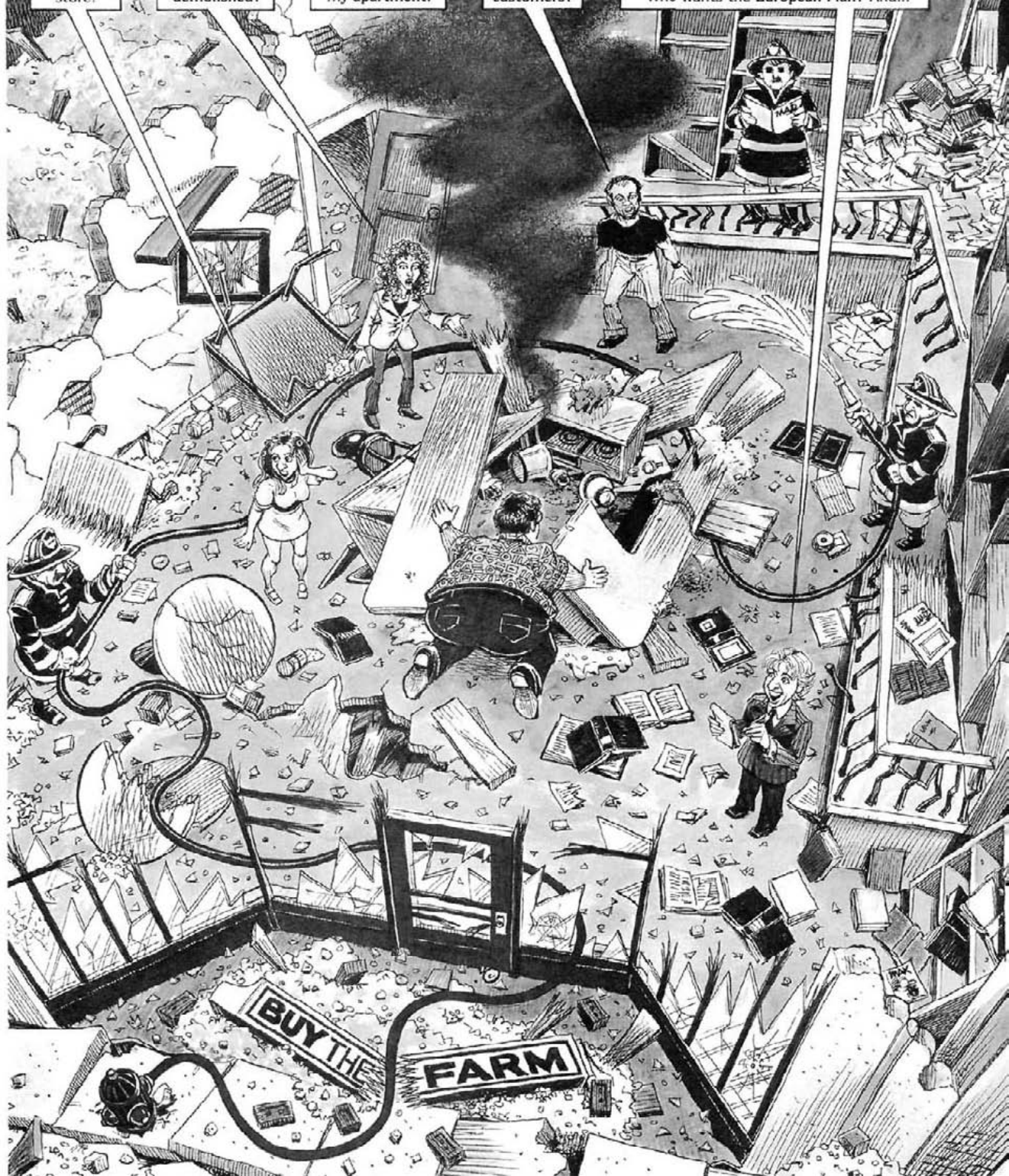
I can't believe it! An earthquake wrecked the entire

**Smellen,**  
what are you  
going  
to do for  
a living  
now that the  
bookstore is  
demolished?

I'm going to start a new business — a Bed and Breakfast place! I'm going to run it from my apartment!

Will I have to move out to make room for the customers?

Heck no! All of you ARE the customers!  
You all practically live here now —  
I'm just starting to charge! I'll  
make ten times what I made at the book-  
store! Spent, you'll want a monthly rate!  
Pain, do you want a monthly or a weekly  
rate? And who wants the American Plan?  
Who wants the European Plan? And...





**BROADCAST SNOOZE DEPT.**

So, you're in school all day or working a full-time job and you don't have the time to catch the local midday news? Well then, you have no idea what valuable information you're not getting! Lucky for you, all of our writers are unemployed dropouts, so we'll bring you up to speed by telling you...

# WHAT YOU'RE MISSING WHEN YOU MISS THE LOCAL NOON NEWS

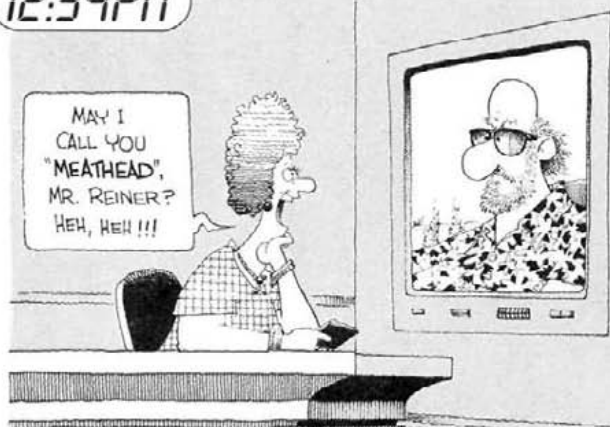
ARTIST AND WRITER: JOHN CALDWELL

12:13PM



The cooking segment in which a chef from a local restaurant shows you how easy and inexpensive it is to put together a dish that's on his menu for \$22.95.

12:34PM



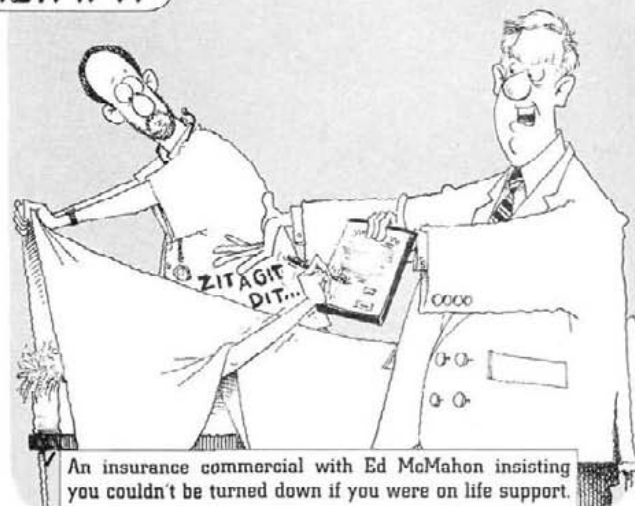
A satellite interview with a Hollywood celebrity hyping his current project and showing the effects of being asked the same cliché questions by the previous three dozen local news anchors.

12:00PM



The anchor leads off with the story about a jackknifed tractor trailer that happened sometime after you arrived at work and will be cleaned up well before you head home to watch the six o'clock news.

12:17PM

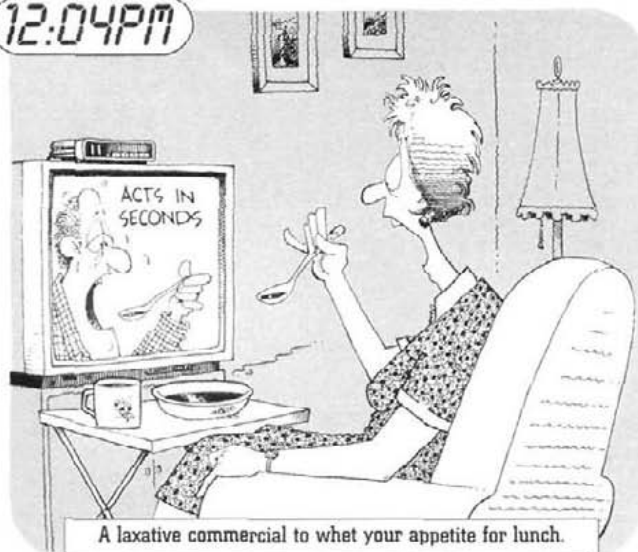


12:37PM



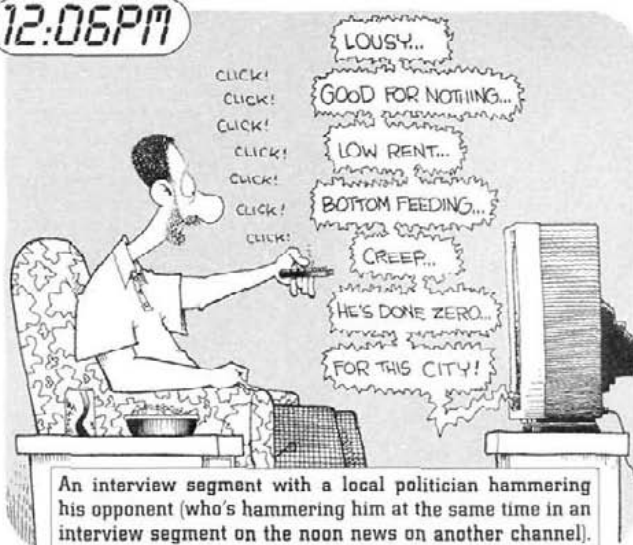
A positive review of a play by a local playwright who was clever enough to give a significant role to the arts reviewer in order to insure himself a decent review.

12:04PM



A laxative commercial to whet your appetite for lunch.

12:06PM



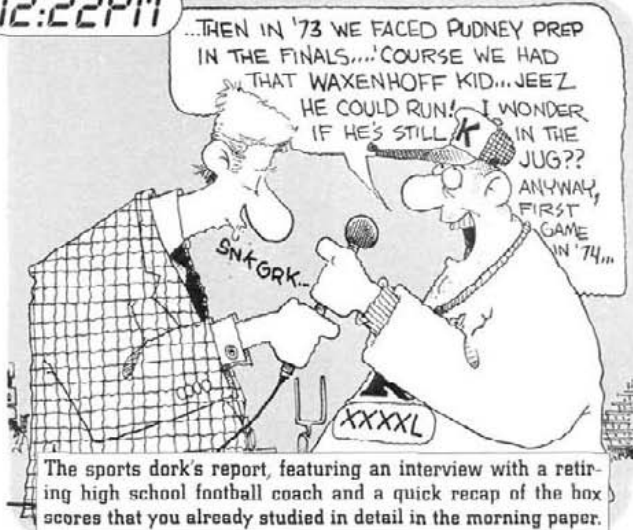
An interview segment with a local politician hammering his opponent (who's hammering him at the same time in an interview segment on the noon news on another channel).

12:18PM



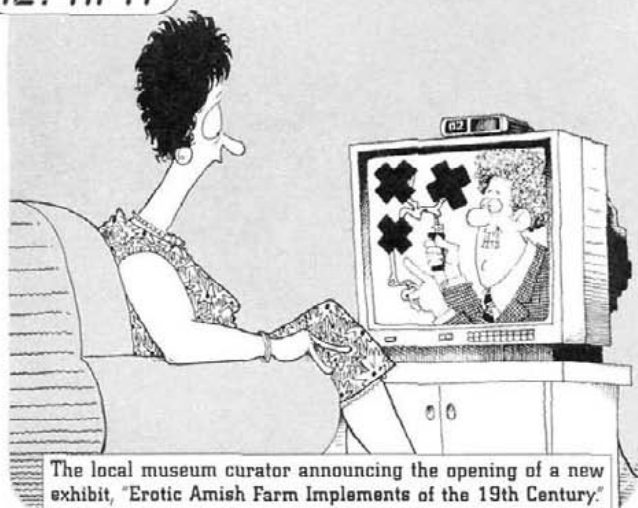
The "Up to the Minute" weather report, gathered from the local U.S. Weather Service office (which, in fact, shut down for lunch about forty-five minutes ago).

12:22PM



The sports dork's report, featuring an interview with a retiring high school football coach and a quick recap of the box scores that you already studied in detail in the morning paper.

12:41PM



The local museum curator announcing the opening of a new exhibit, "Erotic Amish Farm Implements of the 19th Century."

12:51PM



A pet care segment featuring the neighborhood veterinarian narrating a clinically graphic film clip entitled, "Worming a Weimaraner."



# THE FILM-FLAM MAN DEPT.



Hi, I'm Speaker of the House Newt Gingrich! Remember when I was on *Meet The Press* and said the movie *Boys Town* offered a good solution to the problem of broken families? Remember how Americans immediately rushed out to rent this classic film? And how about when I mentioned *Field Of Dreams* as a cure-all for the baseball strike? Thanks to me, video stores couldn't keep enough copies in stock!

Well, it's obvious that my mouth is far more effective than Siskel and Ebert's thumbs when it comes to influencing you, the video-renting public! And it's just as obvious that you're mostly a gullible bunch of suckers, which is why you'll love ...

# THE NEWT GINGRICH VIDEO CLUB!

ARTIST: DREW FRIEDMAN

WRITER: BARRY LIEBMAN



"*The Wizard Of Oz* is a heartwarming story that's charmed children and grownups alike for generations! It's the tale of a sweet Kansas farm girl who makes the land she visits 'over the rainbow' a better place to live after she kills two wicked witches in this uplifting musical endorsement of capital punishment!"

"*The Gold Rush* is one of the indisputable classics of Hollywood's silent era! Starring Charlie Chaplin as the little tramp, this masterpiece brilliantly shows the upbeat side of poverty and hopelessness. In the movie's most memorable sequence, the little tramp eats his own shoe, thus proving you don't have to rely on food stamps to avoid starvation!"



"In the uplifting *Abe Lincoln In Illinois*, a proud Republican goes from poverty to the Oval Office without the use of social programs or midnight basketball!"

"*Soylent Green* is an optimistic tale of the future in which senior citizens are turned into crackers and served to the young, thus eliminating the need for both Social Security and School Lunch programs!"





With **THE NEWT GINGRICH VIDEO CLUB** you'll never receive a smut film (unless it's produced by Phil Gramm)! No violent films (unless they star good old ultra-conservatives like Arnold Schwarzenegger, Charlton Heston, Bruce Willis and Tom Selleck)! And no paranoid left-wing fantasies by Oliver Stone (just paranoid right-wing fantasies by Jerry Falwell)!

And fans of my *Contract With America* – especially those fans who didn't bother to read it – will love my video club's blank sheet contract! Just sign it, send it back and we'll fill in the details later!

**"Bonzo Goes To College** is an intellectually stimulating film starring the Father of Modern Conservatism – no no, the guy on the right! You'll laugh, you'll cry and most of all you'll wonder why a chimp can make it through college without student loans and inner-city kids can't!"

**Become a member before I'm up for re-election  
and we'll send you a free copy of Jesse  
Helms' Favorite Ethnic Jokes!**

The **NEWT GINGRICH VIDEO CLUB**—It's the Greatest Boom to Family Values Since the Orphanage!

## ORDER FORM

Yes, sign me up immediately! I promise to abide by all rules and regulations, no matter how asinine or economically disastrous. I further realize that if I should ever have an independent thought, or actually cancel my membership, I will be branded a porn-loving, Commie simp and "re-educated" with Rush Limbaugh reruns till I fall in line.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE\* \_\_\_\_\_ ZIP \_\_\_\_\_

\* Indicate whether your state still has Consumer Protection Laws. If so, we'll put an end to that immediately!

### METHOD OF PAYMENT

Check\* \_\_\_\_\_ Credit Card \_\_\_\_\_ Uncashed Farm Subsidies \_\_\_\_\_

Money Scammed From An S&L \_\_\_\_\_

Pay-Off Cash From "Bag Man" Al D'Amato \_\_\_\_\_

\* Anyone caught passing a bad check will be prosecuted to the fullest extent of the law, unless, of course, you're a fellow Congressman!

### CHECK OFF THE TYPE OF MOVIES YOU ENJOY:

☐ Cop films in which the hero is unencumbered by liberal rules and regulations.

☐ Westerns in which Indians aren't called Native Americans and nobody cares how many of them get shot.

☐ Old-fashioned tear-jerkers in which unwed mothers and their screaming babies all die by the last reel.

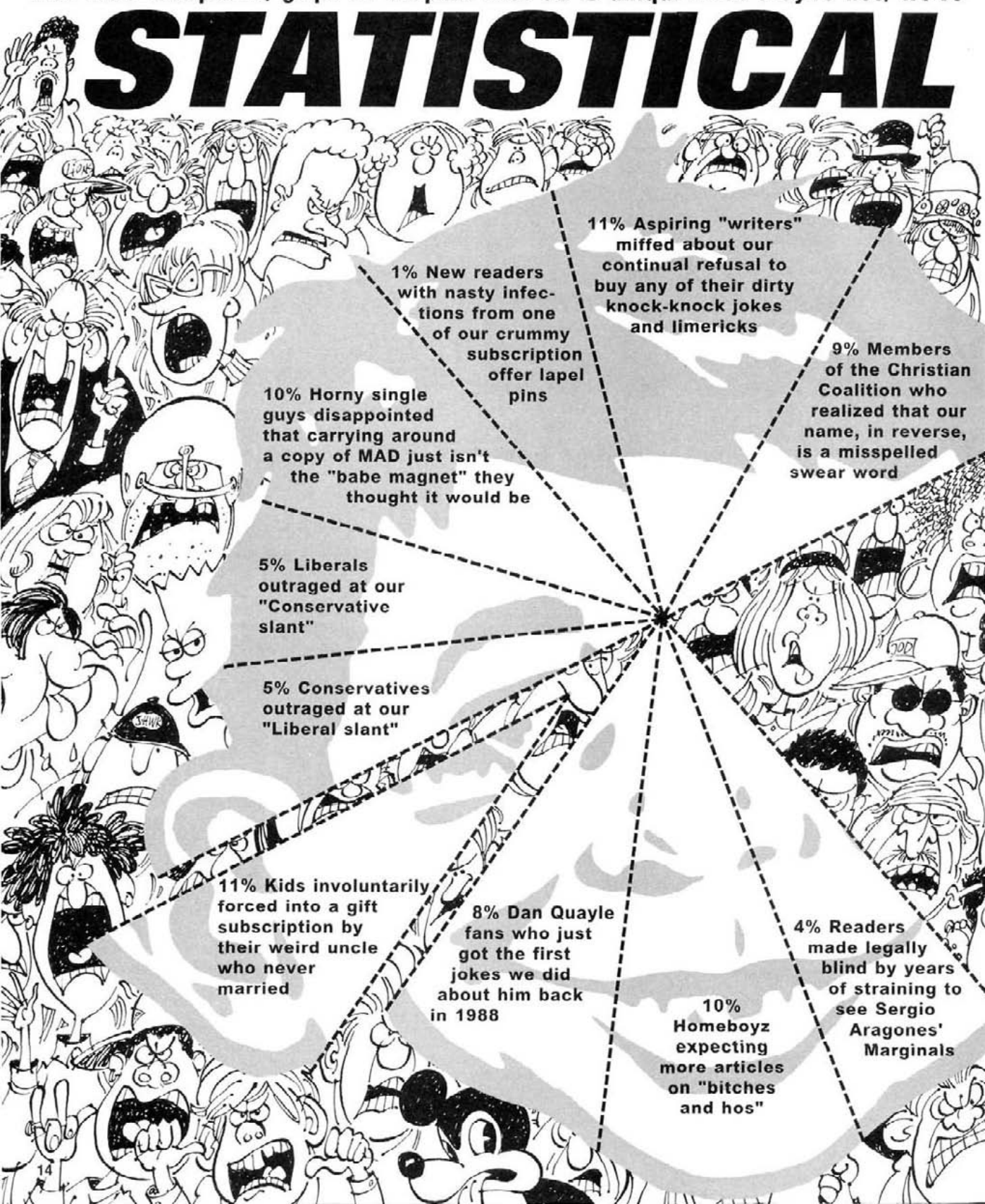
☐ Action films in which the hero goes back to Vietnam, releases P.O.W.s and shows how the war could have been won without liberal interference.

Send \$49.95 plus tax for your first video. (If you make over a million dollars a year, forget the tax!) Allow six to eight months for delivery. (If nothing arrives after that, blame the liberals for thirty years of screwing up the Post Office. We do!)



Every 35 seconds, someone cancels their subscription to MAD. Each one believes that their complaint, gripe or nit-pick with us is unique...but they're not; we've

# STATISTICAL



heard 'em all! In fact, we waste gobs of time we might spend actually improving the magazine (NAH!) logging, tabulating and precisely calculating the exact . . .

# BREAKDOWN OF MAD SUBSCRIBER CANCELLATIONS



2% Real  
ventriloquist  
priests upset over  
Duck Edwing's "gross  
distortion" of their offbeat,  
ecclesiastic lifestyle

6% Dentists  
with enough old  
issues now to keep their waiting  
rooms stocked 'til the  
year 2017

18% People  
who finally  
figured out  
how much  
we suck!



# A MAD LOOK AT FM



NOW THAT IT'S ALL OVER — we think Winesman was fixed!

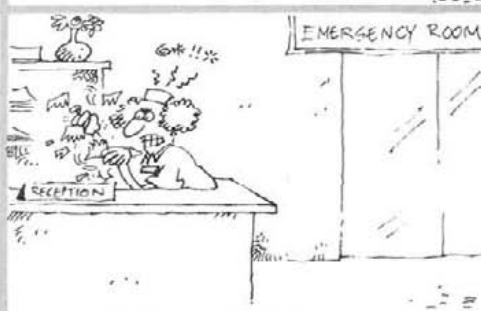
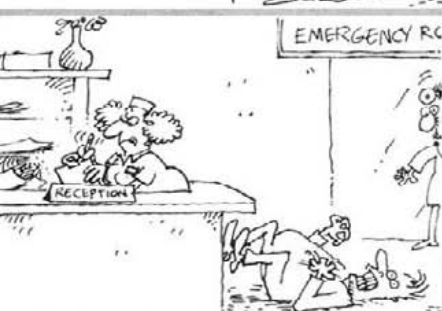


# EMERGENCY ROOMS

ARTIST AND WRITER: SERGIO ARAGONES













Now that everybody knows exactly how much you can get for old comic books, Godzilla toys and TV lunchboxes, no one will ever throw out one piece of crap, ever, ever again!

After you commit some horrible crime, it takes longer for the police to press charges than it does for somebody to set up a Web page in your honor!



H. Ross Perot can afford to run for President at least 17 more times!



It's only 42 years before Jean-Claude Van Damme receives his Irving Thalberg lifetime achievement award!

Since the 9-digit zip code has actually been a marginal improvement over the old 5-digit kind, you can bet they're planning a 17-digit system for real success!



There are hundreds of slimy sports collectors who would step on each other's heads to get their bid in on Mickey Mantle's original liver!

After a few well-chosen Congressmen get finished eradicating the Clean Water Act, your local river probably won't be quite as pure and crystal clean as it is today!



John Turturro, Kevin Kline and Emma Thompson's whole bodies don't get paid as much as Michael Douglas' ass!



The O.J. Simpson trial gives us an idea of how lawyers behave when they know that other people are looking!

When Dr. Dre's children become teenagers, they're going to have to find music that'll upset and annoy him!



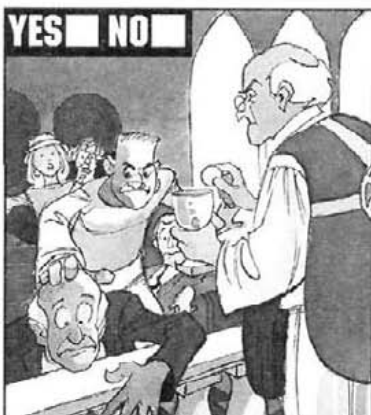
If Kathie Lee Gifford doesn't mind telling the whole country about Cody's poopies, imagine how she'll be when the kid starts to hit puberty!



**STRESSED TO KILL DEPT.**

ACCORDING TO FREUD, THERE ARE TWO TYPES OF PERSONALITIES IN THE WORLD, "TYPE A" — THE PUSHY, OBNOXIOUS BULLY PEOPLE — AND "TYPE B" — THE PEOPLE WHO ARE PUSHED AROUND AND BULLIED BY "TYPE A" PEOPLE! INTO WHICH CATEGORY DO YOU FALL? TAKE THIS LITTLE QUIZ AND YOU'LL BE ABLE TO ANSWER THE QUESTION...

*In church, do you muscle up to the front of the line to receive communion?*



*At wine tastings, do you ask the steward just to put 'em all in one glass for you to chug?*



*Is your attitude "If you've seen one of your kids being born, you've seen 'em all"?*



*Have you ever sped up a game of darts by throwing all ten of them at once?*

*Have you found a route to work that cuts six minutes off your commute, assuming those damn %!\*@ retirees get out of the way in time?*



# ARE YOU A "TYPE A" PERSONALITY?



*At the Super Bowl, do you head for the exit as soon as the coin flip lands to beat the crowd?*



*Do you play "books on tape" in the fast forward mode?*

*Do you get the jump on the other passengers by pulling your luggage down from the overhead compartments while the plane's still over the Atlantic Ocean?*



*Do you shave, brush your teeth and go to the bathroom in the shower to save time?*



*Do you feed your fish a year's worth of food in one sitting?*



*Did you pay extra to have your loved one's gravesites right next to the road, so you can pay your respects without having to come to a complete stop?*

## SCORING

If you said "Yes" to 0-4 of these questions, you are a low-key, copacetic individual. You're the kind of person who has to lie down after watching one of those action-packed Bob Ross painting shows on PBS.

If you said "Yes" to 5-8 of these questions, you are definitely a mid-level maniac. You may want to consider having Velcro sewn into your chest - it'll make the frequent heart bypass surgeries you'll be having go a lot quicker.

If you threw this damn magazine out the window because you couldn't find the stupid pen to take this damn quiz in the first place, you are the ideal "Type A" personality! We won't say what the "A" stands for, but it rhymes with "gashole."



**AN EMBARRASSMENT OF RICHARD'S DEPT.**

The attic is a place for remembrances: a stack of love letters, old photos, Dad's army uniform. But the world is forever changing. As we hurtle towards the year 2001, we bet the things kept in attics will change, too. So join us as we head upstairs, dust off the cobwebs and peek ahead in a modern attic to examine these...

The Wedding Dress Worn by Mom at Her First, Second and Fourth Weddings

The Floppy Disk of Dad's E-Mail Love Letters to Mom

An Album of Three Generations of Pre-Nuptial Agreements

Early, Primitive Sports Clothing That Didn't Have Any Company Logos

A Bronzed Pair of Baby's First \$100 Running Shoes

Dad's Layoff Notice from AT&T

Mom's Layoff Notice from IBM

# HEIRLOOMS OF THE FUTURE

ARTIST: JAMES WARHOLA

WRITER: DICK DEBARTOLO

Last Photo of Grandma  
(taken with Dr. Kevorkian)

A Quilt  
Hand-Ordered  
by Grandma  
from the Home  
Shopping  
Network

The Canadian Visa Grandpa  
Used When He Left the States  
to Avoid the Vietnam Draft

Cousin Timmy's First  
Bottle of Ritalin

Mom's Removed Leaky  
Silicone Breast Implants

Aunt Fran's Paint-Splattered  
Fur Coat After Her Run-In  
with an Anti-Fur Group

Mom and Dad's  
Wedding Night Video



## ACTIVITIES



**BERG'S-EYE VIEW DEPT.**

# THE LIGHTS

## TRAVEL



NOW THAT IT'S ALL OVER — that Calvin and Hobbes kid would have hallucinated a lot less if his comic strip parents had given him some Ritalin!



# R SIDE OF...

**FEAR**

ARTIST AND WRITER: DAVE BERG





## CONFIDENCE

Out of gas? You didn't check the tank before you took us out here to oblivion? We're gonna die out here! They'll never find us!

Don't worry about it! I owe the government a fortune on my student loans!



Believe me, they'll find us!



## COMMUNICATION

Dad, please finish your conversation soon! I'm expecting an important call from my boyfriend!

And I need you to tell him I'm not talking to him!



## CARS

So how's my car doing, Mark?

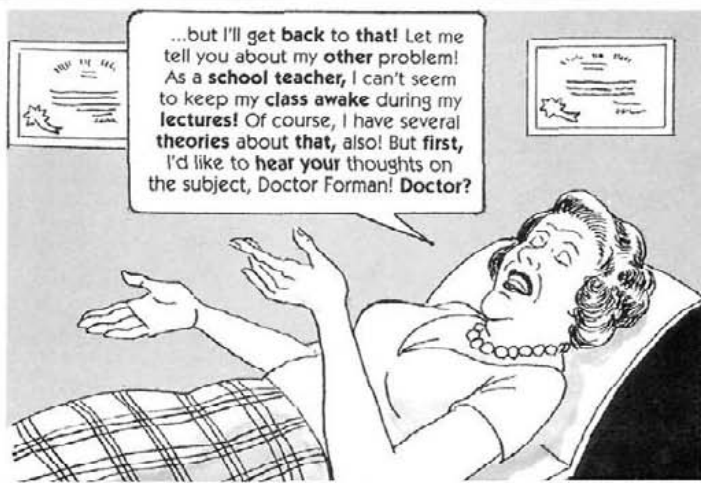
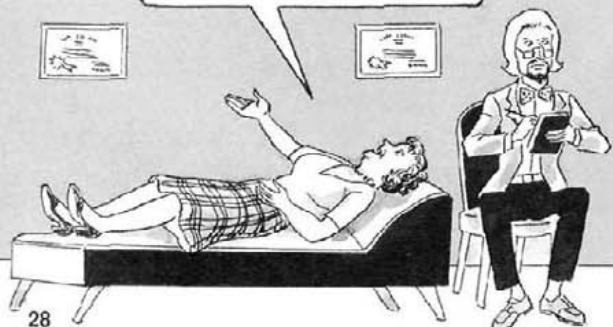
What I suggest you do is put the key in the ignition and leave the motor running for a half hour...



## THERAPY

Doctor Forman, I have two major problems in my personal life! The first is that I don't sleep well at night! I have several theories about why that happens...

...but I'll get back to that! Let me tell you about my other problem! As a school teacher, I can't seem to keep my class awake during my lectures! Of course, I have several theories about that, also! But first, I'd like to hear your thoughts on the subject, Doctor Forman! Doctor?



# CRIME



# SEMANTICS



# PROGRESS





## THE OFFICE

NOW THAT IT'S ALL OVER — can anyone remember a single sketch from the first season of MAD TV?



## BAD LUCK



## DOCTORS



**LOOSE BUCHANAN DEPT.**

There's a certain Republican out there desperately seeking his party's nomination in the upcoming election! A former Nixon speechwriter, he's been accused of being a racist, homophobic, xenophobic, gun-toting right-winger! And then there are the comments made by people who DON'T like him! But maybe people have been just a little too tough on Mr. Buchanan! Why, he's as lovable as a character in a kid's book! In fact, we're surprised that no one's yet published...



ARTIST: SAM VIVIANO

WRITER: DAVID SHAYNE

This is Pat.  
He is running  
for President.  
You can run for  
President, too.







Pat can cut  
foreign aid.

Now YOU cut  
foreign aid.



Pull tab  
to take  
food out  
of baby's  
mouth

Pat can take a hard line  
against immigration.



Now YOU take  
a hard line against  
immigration.



Pull tab to kick Jose Werback's  
tushy back to where it came from



Pat can indulge  
in environmental  
budget cuts.

Now YOU indulge  
in environmental  
budget cuts.



Pat can help his  
campaign chairman  
prepare for his speech.



Now YOU help him  
prepare for his speech.

Pull here

to lower hood





Pat can change  
women's lives.

### Daily Poop

## BUCHANAN COURT BANS ABORTION

*Now Constitutionally Prohibited*



Washington (AP) — In a landmark decision, the Buchanan re-aligned, conservative Supreme Court overturned the controversial *Roe v. Wade* today, and ruled that Abortion is no longer a constitutionally protected right. In other

Now YOU change  
women's lives.



Open door to enter Illegal Abortion Clinic

Pat can excite  
his supporters with  
a fiery speech.



Now YOU excite  
his supporters with  
a fiery speech.



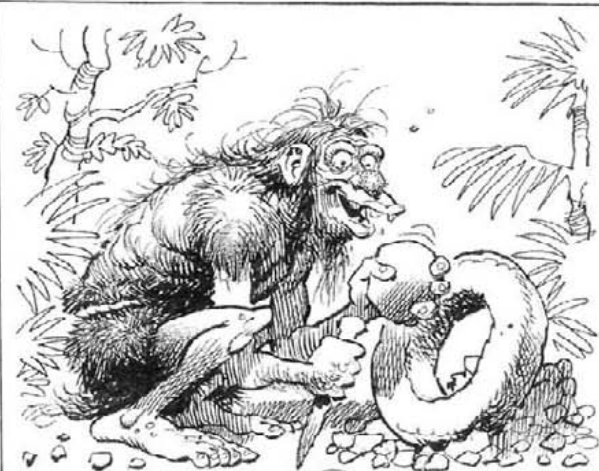
Hitler was an  
individual of  
great courage,  
a soldier's soldier,  
a political organizer  
of the first rank.

Pull here

to Heil Pat



# JUNE 3, ONE MILLION B.C.





IN THE NAME OF THE BOTHER DEPT.

The Bible is the most read, quoted and sworn upon book in the world. And why not? It speaks of an era when mountains tumbled, seas parted and miracles were as common as topless babes

# BIBLICAL P

**F**inding out that marrying a thousand wives means that you also end up with 97,456 in-laws, none of whom have a job!



**T**rying to find something new each year to give Methuselah for his birthday!

**F**inding out that the unicorns you saved were really the Birnbaums in disguise!

**S**weating out those five-day waiting periods for slingshots!



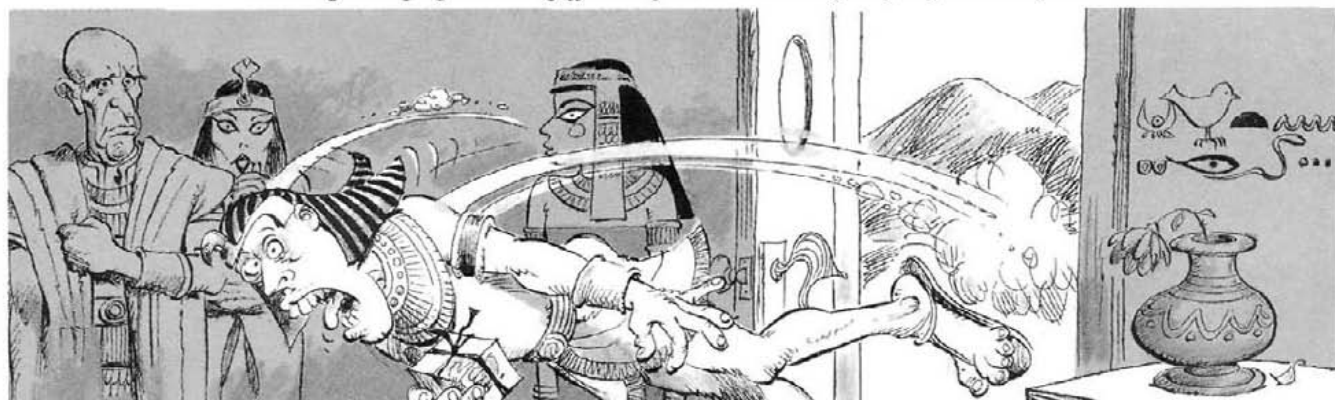
in a Joe Eszterhas film! But often overlooked are those legendary and not-so-legendary figures who got the short end of the cosmic stick. Here are just a few of the more noteworthy...

# ET PREZZES

**W**orking as a lifeguard in an area filled with Messiah wannabes!



**L**earning that a plague is killing off all the first-born males right before your school prom!



**W**andering in the desert for forty years because your holier-than-thou husband is too stubborn to ask for directions!





**H**aving your life insurance money taken away from you just because your husband has risen from the dead!

Sorry madam, but in section 16-A of your policy it specifically states, "In the event the insured rises from the dead, all beneficiary's claims shall be considered null and void, and all collected moneys returned immediately to Mutual of Bethlehem."



**H**aving your town used for Spring Break by teenagers from Sodom and Gomorrah!

**TOGA PARTY!  
TOGA PARTY!**



**L**earning that the only reason God made you endure tragedy after tragedy was because He has a lousy bet going with Satan!



**FLIER BEWARE DEPT.**

Here's a look at something showing up on people's doorsteps in greater and greater numbers every week! We wish they'd go away, but everytime we open our door, there they are! No, we're not talking about Jehovah's Witnesses! We're talking about those annoying sales circulars that sort of resemble...

# THE NEIGHBORHOOD PENNYPINCHER

**FREE!**  
(LIKE ANYONE WOULD  
PAY FOR THIS PIECE  
OF @#\$%&'\*)

**BOGUS  
BARGAINS!**

**no-BIG-deal  
SAVINGS**

**WORTHLESS  
COUPONS!**

ARTIST: STEVE SMALLWOOD  
WRITER: MIKE SNIDER

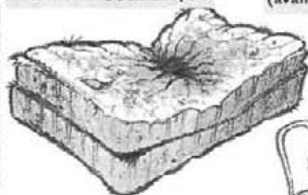
"THE PENNYPINCHER! Cluttering up doorways and front lawns since 1981!"

## SMILING SAM'S USED MOTEL FURNITURE BARN

**LOWEST prices this side of Bangladesh!**

Member of the Association  
of Small Businessmen Who  
Hope a Lousy Seal Will  
Con People into Believing  
They're Honest

Saggy-in-the-middle  
mattress set.....\$25



Cigarette-smoke-infested  
sofa & chairs.....\$15  
(available in regular AND menthol!)



Lime-green extra-deep pile  
shag carpet.....39¢ yard  
(re-live the '70s every day!)



Eisenhower-era Formica  
dinette sets.....\$3



Pressed CardBoard(TM)  
dressers & chests.....\$1



We cater to the unemployed  
and minimum-wage workers!

	SKID ROW
MAIN	X

### "I ADVERTISE IN THE PENNYPINCHER BECAUSE...

the people who even bother to open this rag are exactly the kind of gullible morons I need as customers!" — "Mr. X," of the Schmo Shop Discount Auto Repair.



### "I ADVERTISE IN THE PENNYPINCHER BECAUSE...

it's way, WAY less expensive than advertising in those newspapers that people actually read!" — Frugal Fred, of Frugal Fred's Just Average Market



### "I ADVERTISE IN THE PENNYPINCHER BECAUSE...

the crappy-looking ad I let my no-talent son-in-law draw up just to save a few bucks fits right in with their cheap layouts and graphics!" — Smiling Sam, of Smiling Sam's Used Motel Furniture Barn



DISCLAIMER: THE PENNYPINCHER assumes no responsibility for fraudulent ads — in fact, THE PENNYPINCHER assumes that roughly half the ads in here are fraudulent!

**"HEY KIDS!!! Want to earn cents per hour... AND be treated like DIRT by the bitter ex-cons we hire as route managers?"**

**DELIVER THE PENNYPINCHER!!!**

**APPLY: THE NEIGHBORHOOD PENNYPINCHER**  
487 Royal Flim-Flam Avenue

**MUST be at least 8 years old with parent(s) so negligent they won't care how we exploit you!**



Why pay sky-high "super" market prices...when you can save big \$\$\$ at

# FRUGAL FRED'S JUST AVERAGE MARKET

Frugal Fred's Just Average Market, nestled (conveniently!) between the city dump and MeatCo Slaughterhouse



Follow your nose to Frugal Fred's!

Several-day old potato salad

29¢ lb.



Grey (and kinda fuzzy) Poupon

49¢



Ground "???" make offer!



"Old Generic" beer \$1.99 12-pak



Loose fiber 29¢ handful



Pre-overripened (black) bananas 5¢ lb.



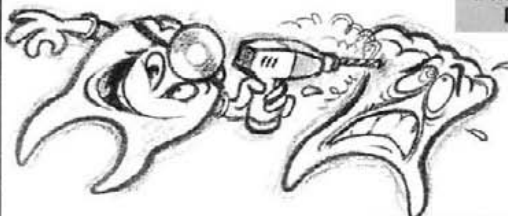
"THE PENNYPINCHER! Tossed directly into over 300,000 trash cans every week since 1981!"

## Dr. Ed Pullem, Budget Dentist

Quality you'd expect from one of those other guys with the fancy-schmancy "D.D.S." degrees!

**WE NOW HAVE NOVOCAIN!**

Currently a part-time night student at the 2-Hour School of Dentistry!



No appointment necessary, just walk right in!

Conveniently located in the back room of Bitchy Barbara's Dog Grooming Salon, Quarantined Plaza

Are your car's "innards" acting up?

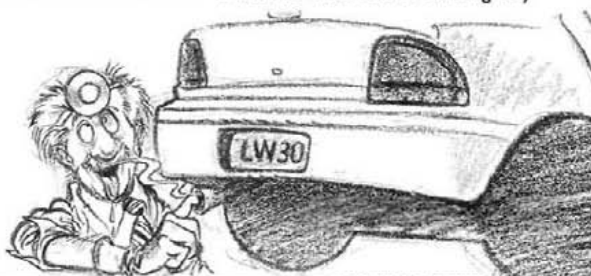
Let **The Auto Proctologist** poke around and see what the problem is!

## DIAGNOSTIC SPECIAL

**ONLY \$39.95**

Includes:

- Listening to your pathetic imitations of engine noises
- Not laughing
- Rubbing my chin thoughtfully
- Going "Hmmmmm"
- Giving a low, LOW repair estimate (which I have NO intention of sticking to!)



**THE AUTO PROCTOLOGIST**

Take the Reamway Exit off the San Placenta Freeway  
Licensed/Bonded/Out on parole

**WE ACCEPT:**

Visa American Express  
Blue Cross / Blue Shield

## 4-Guys-Named-Murray Tax Preparers

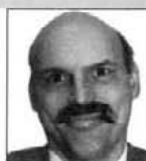
**Introductory Offer:**  
Use us and get:  
**\$100 Off Your Federal Taxes\***



Murray 1  
Adds!



Murray 2  
Deducts!



Murray 3 Licks  
Envelopes!



Murray 4  
Mails!

**4-Guys-Named-Murray Tax Preparers**  
13400 Number Crunchers Trail

\*may not be honored by government agencies, such as the IRS

## A Cut Above Hair Salon

(formerly "Shear Perfection," "Hair's To You" and seven other names too cute to mention!)

**"We care more than any other big, impersonal haircutting chain!"**

69 Lemon Tree Parkway

If you've got the hair... we've got the scissors!



The Conveyor Cut \$8

anything we consider a "custom" haircut

\$29



a haircut the way YOU want it

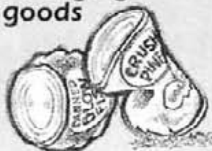
\$39





Dented & bulging  
canned goods

9¢ each!



Brown peppers  
(formerly green  
and /or red peppers)

19¢ lb.



Used Duracell  
Batteries

7 Volt 59¢  
"C" 69¢  
"D" 79¢



Last Month's TV Guide  
two for \$100



Be sure to  
enter our  
drawing for  
a \$300 shop-  
ping spree!!!

(Winners will be  
notified by E.S.P.)

#### SHOPPING SPREE ENTRY FORM

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_

## CLASSIFIED ADS

### ELECTRONICS

Personal Computers For Sale. No original receipt; some cables cut; name-plate sanded off. Not "hot" — really, man. Contact: The Chico Loco Gang 555-1968.

Big Honkin' Stereo System. This isn't "hot" either! The Chico Loco Gang 555-1968.

### EVENTS / ANNOUNCEMENTS

12-STEP ANONYMOUS. New self-help group for those addicted to other 12-step programs (A.A., NarcAnon, Gambler's Anonymous, etc.) Must complete all 144 steps. (First step is finding us!)

The Society of...\$%&#\*...Cartoonists with...% ^ & \* \$ # ... Tourette's Syndrome...\$#@!\$\* need old household items...^&\*\$#@!...you can donate. For \$8\*(@)! pickup, call 555-3535, you stinking \$%#\*!@\*

### CARPET CLEANING

3 Rooms ONLY \$29!!! Two-Guys-Who're-Really-Just-Casing-Houses-to-Burglarize-Later. 555-8671.

### HOUSE CLEANING

We can "tidy up" your house a bit...as long as you're not obsessive about neatness or anything! Perfectionists need not call! Brenda's Pretty Good House Cleaners. 299 E. Lackadaisical Rd. 555-7567.

Let us scrub, scrape & scour every nook and cranny in your entire house that slobbs like Brenda missed! Percy's Anal-Retentive House Cleaners. 32 Neurotic Way 555-2625.

Will lick your house from top to bottom. Kinky but dependable. Pink Flamingos Cleaners. 309 Divine St. 555-7448.

### MISCELLANY

Magazines for less! We offer 1-Year Subscriptions to the following premiere publications at discount prices!

CyberNerd Magazine  
Latchkey Kid Magazine  
Teen Rabbi  
Boating For Horses  
Metal Sludge  
Pasta & Stream  
Skinhead Gardening  
Nooseweek  
Stolen Car & Driver  
Circus Geek News

Send \$19.95 to  
Joe Scuddy's Hut O' Magazines Lapcard, CO

HELP! I lost my RumbaFlex 2000 directions! Also, I'm missing the following parts from it: The Deluxe J-Clips, the Lubricated Busby Hook and the Stainless Steel Spunk Duct. Write: Dory Chequit at 9 Bootleggers Alley, Stanley, NY 11965.

Richard Simmons DEAL-a-MEAL deck. Missing the Ace of Broccoli and the 7, Jack and Queen of Ricecakes. \$11.95. Call 555-3987, ask for "Fats."

ADOPTION: Single Mom wants loving couple to adopt my baby for now, then go through painful legal battles (along with media frenzy) when I want her back in a year or two. MUST be photogenic! Francine Fickle. 555-1971.

Scientific Atlanta Model 2876DX Gas Chromatograph. Used for: DNA Analysis, Microbacterial studies and Nuclear Particle Separation. Also makes great Margaritas! \$37,500. Professor Walsh, University of South Key West.

Will solve polynomials and quadratic homework equations in exchange for room and board. (I do not do analytical geometry!) Contact Stan, on the Internet all the time.

"Classic" 1950s-style Linoleum free for the asking after removing it from my kitchen floor, where it's been for 40 years! Call Sue (Mrs. Frugal Fred) 555-3833.

### MOVING

Short-Distance Moving: no more than 12 feet (doctor's orders)! Semi-Retired Ralph's Moving. 555-9800.

Will move everything in your house for FREE, while you're at work! The Chico Loco Gang 555-1968.

## THE HAPPY COLON

### Health Food Store

#### THIS WEEK'S SPECIALS

Organic Dirt Burgers....79¢ lb.



Seaweed Jerky....19¢ each



Macrobiotic Sawdust....39¢ lb.



#### YES! We also sell those high-priced Nutritional Supplements:

Anti-oxidant Ions  
.....\$69 / test-tube



Monkey Juice.....  
\$99 / 100 capsules



Bee Phlegm  
.....\$89 / fl.oz.



VitaminZX12√48  
.....\$59 / bottle



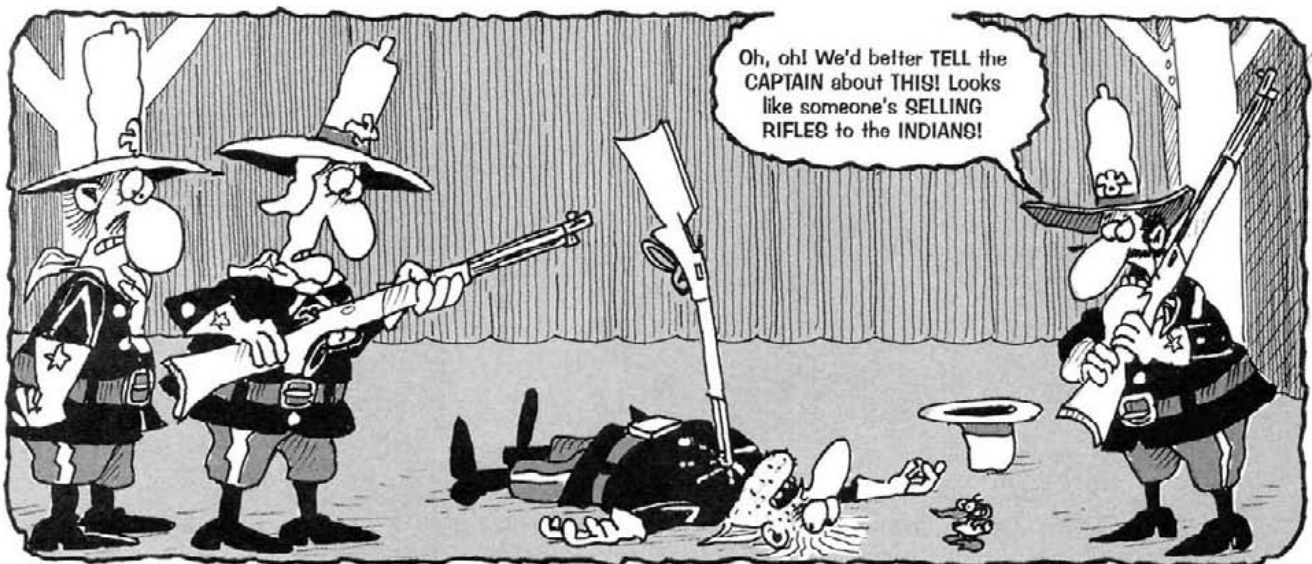
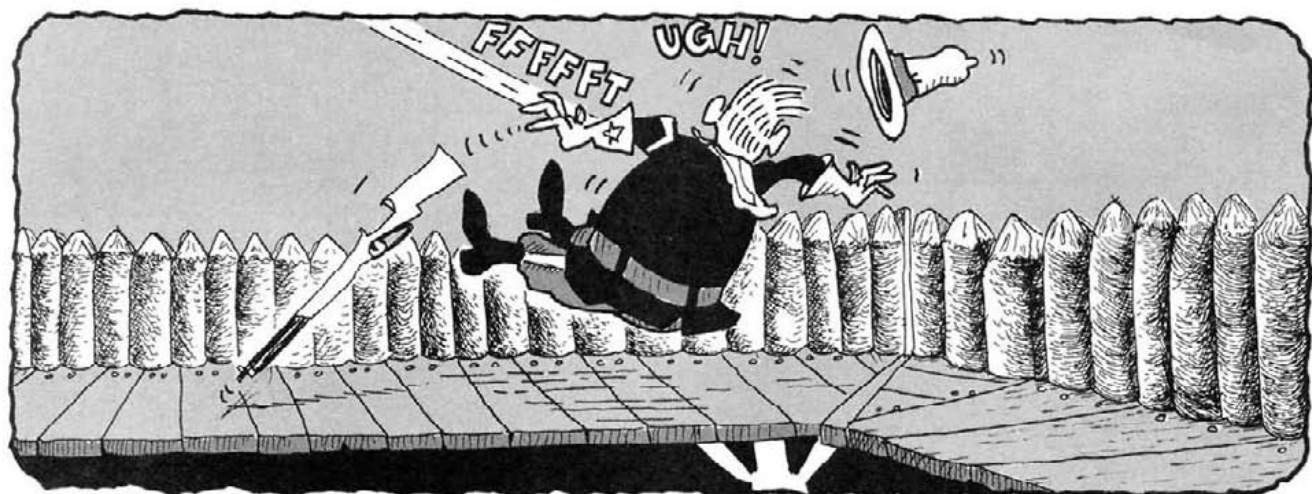
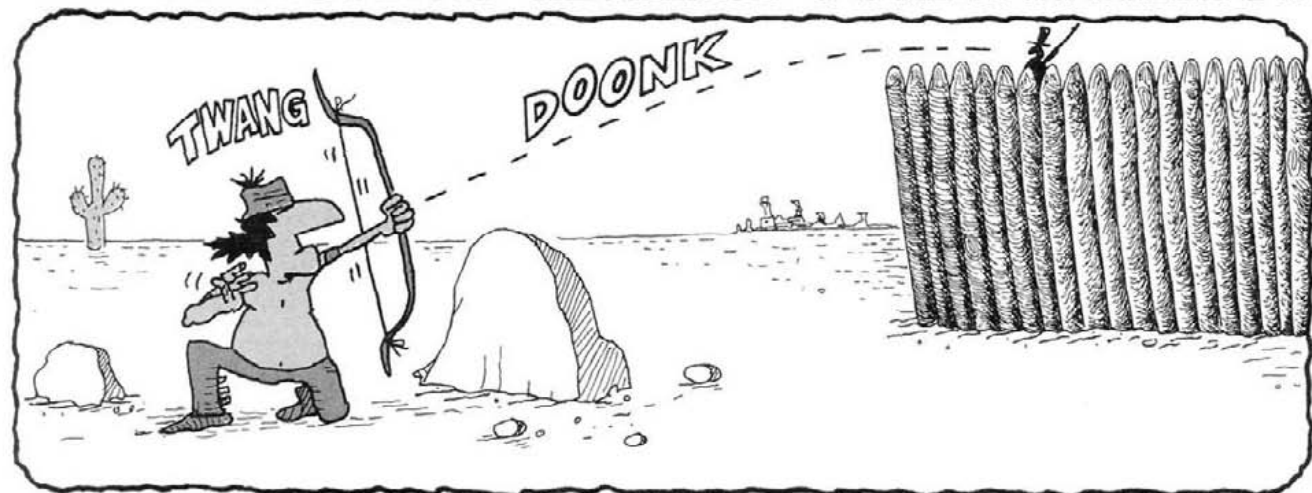
Tiger-toejam Jelly  
.....\$79 / scrape



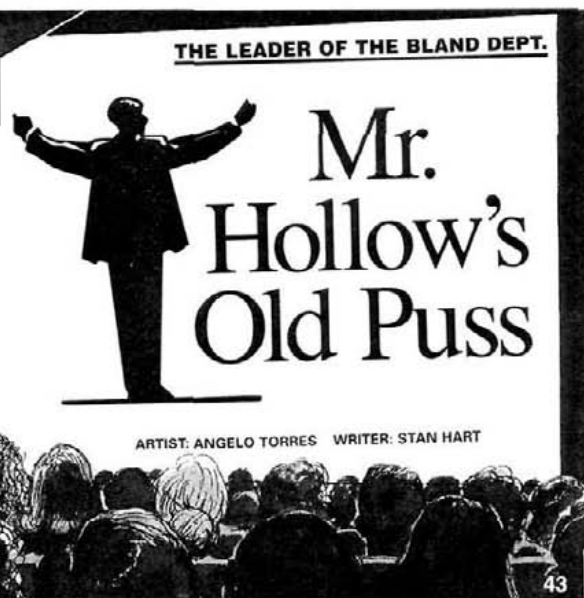
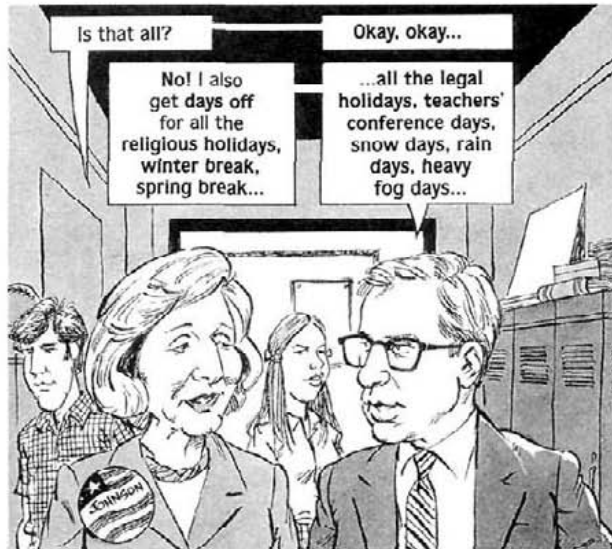
In New Age Plaza, between Healing Crystal City and Bella's Used Mantra Mart

"THE PENNYPINCHER! Alerting burglars that nobody's home while you're away on vacation since 1981!" 41

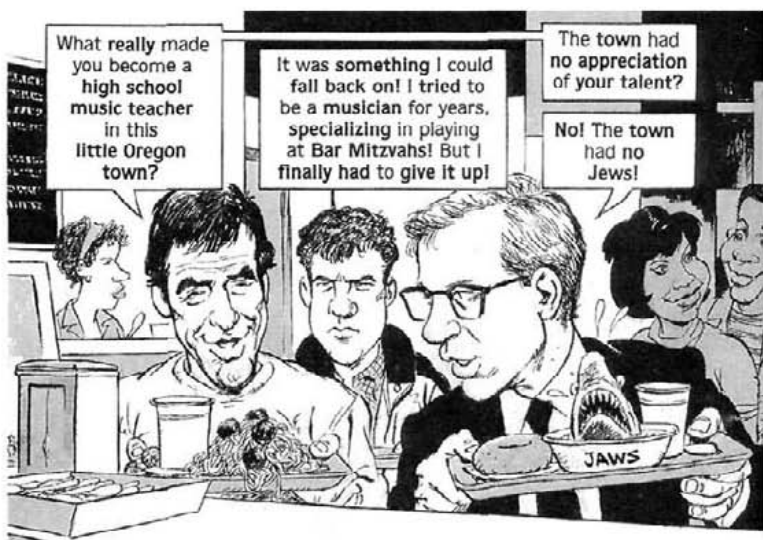
# THE CONFUSING CAVALRY CONFRONTATION



NOW THAT IT'S ALL OVER — if dodos are any indication, it's a good thing dinosaurs became extinct before we had to walk them!















Question: What's the difference between Cable TV and Dracula? Answer: Dracula only sucks at night! Yes, Binky, the world is full of obvious, yet often overlooked differences! That's why we, the ever observant morons at MAD, have provided you with this handy-dandy chart which answers definitively . . .

# WHAT'S THE DIFFERENCE?

ARTIST: RICK TULKA

WRITER: MARK EVANIER

	RUSH LIMBAUGH	THE CBS TELEVISION NETWORK	THE NEW YORK METS	A McDONALD'S HAMBURGER	WINDOWS 95
<b>PRESIDENT CLINTON</b>	One is the spiritual leader of millions and the most powerful man in American politics. The other one is President.	President Clinton wouldn't have dumped Connie Chung.	The Mets have balls.	Some women in Arkansas have never had a McDonald's hamburger.	There are a few people around who can figure out Windows 95.
<b>THE GOODYEAR BLIMP</b>	The Goodyear Blimp is a slightly smaller bag of gas.	Some people have actually seen the Goodyear Blimp.	The Goodyear Blimp will make it to the World Series.	You could theoretically eat the Goodyear Blimp.	The Goodyear Blimp takes less than thirty minutes to load.
<b>RUSSIA</b>	Russia eats less.	It's possible to be entertained watching what's happening in Russia.	The Russians still have things of value to offer in a trade.	If you look hard enough, you can find meat in Russia.	Russia's system crashes only once every 60 years.
<b>MADONNA</b>	Madonna could get sex even if she weren't rich and famous.	Madonna goes into more bedrooms at night.	Madonna occasionally has a hit and scores much more often.	Not everyone has seen the buns of a McDonald's hamburger.	Windows 95 operates on fewer desktops.
<b>THE TITANIC</b>	One is a huge, destructive disaster and the other was an ocean liner that sank.	The Titanic will someday be raised from the bottom.	There's more dead wood on the Mets bench.	The Titanic gave people less of a sinking feeling when it went down.	The Titanic required fewer operating manuals.





**WHAT DOES A  
COLLEGE  
DEGREE  
STILL ASSURE  
TODAY'S  
GRADUATES?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Let's face it, the years spent in college basically add up to four years of keg parties with a little studying thrown in! But life after graduation means touring Europe, getting a job and living on your own. To find out what else today's graduates have to look forward to, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A ▶

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"

**BASIC LEARNING IS ABILITY TO THINK**



**DECORATED COLLEGE CAMPUSES BRING GREAT PARADES  
OF PARENTS AND GRADUATES TO ENJOY THE SATISFYING  
CEREMONIES. BUT THE REALLY EXCITING PAYOFF A STUDENT  
LOOKS FOR IS A FINANCIALLY REWARDING LIFESPAN**

A ▶

◀ B



# A Fairy Tale We'd Like To See

